



THE CITY OF SAN DIEGO

TODD GLORIA

MAYOR

MEMORANDUM

DATE: September 3, 2021

TO: Honorable Council President Jennifer Campbell
Honorable Councilmembers

FROM: Mayor Todd Gloria 

SUBJECT: Appointment & Reappointments to the Small Business Advisory Board

It is my pleasure to appoint Sam Nejabat to a two-year term ending July 1, 2023 to the Small Business Advisory Board. I am also reappointing Sarah Mattinson and Natasha Salgado each to terms ending July 1, 2023.

Mr. Nejabat is a native San Diegan. He attended UC Berkeley earning his Juris Doctorate from UC Berkeley School of Law. He was formerly an associate at the White House under President Obama and currently works for Governor Newsom in the Office of Business and Economic Development as Senior Business Development Specialist covering the San Diego and Imperial region. Mr. Nejabat is also the founder of the LN Foundation, which has recently focused on addressing the issue of homelessness by providing aid, backpack homeless kits, and by partnering with local shelters and community centers.

Ms. Mattinson is the owner of Olive Café and Bakery, A small business in Mission Beach. As a small business owner, she has focused on increasing accessibility to tools and resources for small businesses at the federal, state, and local levels. She has also served the community as a member of the Mission Beach Town Council and Mission Beach Women's Club. Sarah's background includes a Bachelor's in Business Administration from the University of San Diego.

Ms. Salgado serves as the Community Engagement Coordinator for Logan Heights Community Development Corporation primarily focused around socio-economic justice for community members and small businesses in the Logan Heights, Historic Barrio District, and San Diego Promise Zone region. Her work at Logan Heights CDC also revolves around building space for community empowerment and building equitable and racially just solutions that are for and by the community.